



Elephant Academy: Instagram Best Practices

Best Practices: Why they matter.

We learned the hard way you so don't have to.



Best Practices (the textbook definition):
Industry-tested, accepted methods
that bring about the most
effective end result.



Best Practices (the Elephant definition):
What works for you, your sanity, your
schedule, & connects with your audience.
That means it doesn't just result in high
numbers—it results in quality engagement
on shares you're proud of.

7 BEST PRACTICES FOR IMAGES:



Use easy-to-read fonts in both style and size (not too fancy and not too small). We like: Arial, Lato, Libre Baskerville.



Simple is best. We love stylish, but too many fonts, too many colors, and too much busyness is hard to read.



Folks generally don't slow down for quotes longer than a sentence or two. Remember: you can always add more context in the caption.



If hand writing quotes, write them on a smaller piece of paper so you can include more in the background of the photo without having to zoom too far out from the quote.



Always use copyright-free images if you choose a background image for your quote. (All images in quote-making apps should be free to use.)



Always double-check the source of your quotes (especially Buddha quotes).



Think about how your image will connect to your caption. Is it a quote from a writer about the practice of writing, and you're encouraging the reader to write? Is it a quote from one of your articles that you're linking back to? Think about the bigger picture of the post and use each piece to connect with your reader or follower.

5 BEST PRACTICES FOR POSTING:



Schedule your posts using a scheduler app (we use Later, which also offers great analytics & has a helpful blog to help you up your Insta-game.)



Posting live is great—sometimes. Try this for behind-the-scenes stories to avoid typos or image mistakes in your feed.



Stay consistent. Whether it's your stories or your feed, people like to know they can expect to see you when they log on.



Make use of the ability to link content in your bio. If you're not linking every post, you can still link back to your newsletter signup, website, or even Facebook profile.



You have a voice. Use it. Connect with your followers, be genuine, and don't fall into tacky marketing language you don't feel good about.

METRICS THAT MATTER



Likes. Generally speaking, posts that get a high percentage of likes in the first few minutes of being posted are favored more heavily in Instagram's algorithm.



Comments. Comments are your bread and butter. They're your community, your voice, your platform for real communication.



Engagement. $\text{Engagement} = (\text{likes} + \text{comments} + \text{saves}) \div \text{followers}$. Or, with a little more heart, engagement = a meaningful post that your community not only speedily double-tapped but took a mindful moment to engage with too. Go you.



Reach. Hey, this sounds familiar. Reach is the number of individual profiles who saw your Instagram post. More likes = more comments = more engagement = more reach. (Elephants are pretty good at math.)



Followers. The number of real humans you're offering quality content to that's on mission and of benefit to our world—right?